



## **BRIABE MEDIA POWERS A LITTLE DIFFERENT MEDIA CHANNEL FOR BP'S – “A LITTLE BETTER GAS STATION”**

**FOR IMMEDIATE RELEASE**

**Contact:** Leonard Abeyta  
Briabe Media  
425-444-1986

Leonard.Abeyta@briabemedia.com

**Los Angeles (April-24-07)** When BP launched its \$36 million new brand advertising campaign, “Helios Power - A Little Better Gas Station”, the company and its advertising agency Ogilvy & Mather didn’t just rely on the same old media channels to reach its target audiences. In fact, BP allowed the campaign to jump directly into the hands of its target consumers through mobile marketing and branded ring tones.

In addition to animated television spots, a highly interactive online site, and point of sales educational programs the Helios Power campaign also includes an extremely catchy theme song, “Say Hey”, as a central element. Within the television and online spots you can see and hear the campaign’s animated cast whistling and singing the upbeat tune as they make their way to a BP station.

Recognizing the growing popularity of ring tones and other mobile media amongst its target audience, as well as their willingness to integrate positive brand experiences into their mobile lifestyles, BP wisely had the song converted into several ring tones. All of which are downloadable for free via a mobile short code or on the official campaign site: [www.alittlebettergasstation.com](http://www.alittlebettergasstation.com).

To deliver on the mobile experience, lead agency Ogilvy & Mather partnered with Los Angeles based mobile marketing agency, Briabe Media, to manage the mobile channel. “We are extremely pleased to work with Ogilvy and BP on this innovative campaign, says James Briggs, President Briabe Media, “Our clients expect innovative marketing solutions that reflect how their target customers are getting their information and making decisions. Given the proliferation of mobile devices and consumers growing comfort with mobile marketing it absolutely made sense for BP to extend its brand onto that platform.”

### **About Briabe Media, Inc.**

Briabe Media is a full service, multicultural mobile media agency founded by an experienced leadership team that has worked in and around the mobile telecommunications space for more than a decade. Briabe Media’s mission is to help brands leverage mobile platforms to connect with customers via unique, solutions and campaigns that complement their existing marketing efforts and expands their reach, revenue potential and most importantly their relevancy to the lifestyles of their target audience.

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